

Brand to sell gold-detailed lingerie to Arabs

Lindelucy launched a set of underwear with gold and pearl details for BRL 10,000 (USD 3,151). Director believes that there is a market for the product in Arab countries.

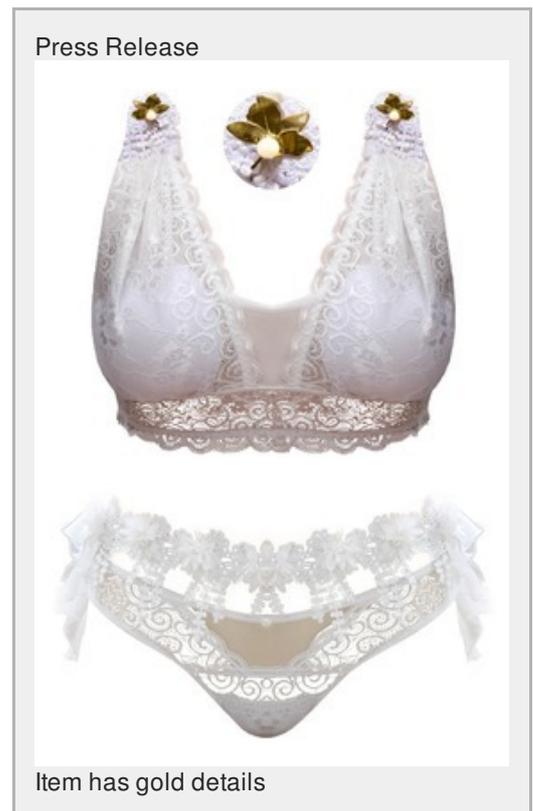
Isaura Daniel*

São Paulo – The company from Minas Gerais Lindelucy just launched a lingerie collection for brides that includes items with gold and pearls details. The company plans to sell the product, which costs BRL 10,000 (USD 3,151) to the Arab market. The collection was presented at the fashion and lingerie fair Felinju, in the city of Juruaia, 406 km from Belo Horizonte.

The company's director, Lucia Lório, believes that there is a market for Lindelucy products and for the newly-launched item in the Arab countries. "They are very chic, our product meets their standard", said the business owner about the Arabs. Lindelucy once had contacts with importers from the United Arab Emirates, who were interested in the brand's sophisticated lingerie, but the sales didn't come through. This was seven years ago.

The lingerie with gold and pearl details come in white, black, ivory and pink, and is made with microfiber, tulle and guipure lace. The finesse and sophistication are the item's trademarks. The collection was named "Eternal Love" and includes 12 items and the highlight is one that costs BRL 10,000 (USD 3,151). It's possible to purchase a replica of the item for BRL 99 (USD 31.19).

Lindelucy is a small company and exports only occasionally, but the external market is on their radar. "We are open to exports," says Lório. Since the company was founded, it has already exported to six countries, among them the United States. Arabs have never imported from them yet.



The company was founded 23 years ago by Lucia lório, who was a teacher. She began to produce lingerie while she was still a teacher and the business was so successful that she quit her job. "It's still going well," says the director. Output capacity nears 20,000 items per month and the entrepreneur is not planning to increase this market, since she intends to keep the brand's trademark, which are handcrafted and distinctive pieces.

Lindelucy launches two collections per year and two pieces monthly. The brand produces sophisticated lingerie, but also has classic and basic lines. The differential features are the type of details, colors, the fashion trends used. lório says that the brand's sophisticated items aren't excessive, that the company tries to follow a romantic and fashion style.

The brand is sold throughout the Brazilian market, but the top leading buyer is the state of São Paulo. Most of sales are in the wholesale market, but it takes place in some retail stores. In Brazil, the collections can be found in lingerie stores.

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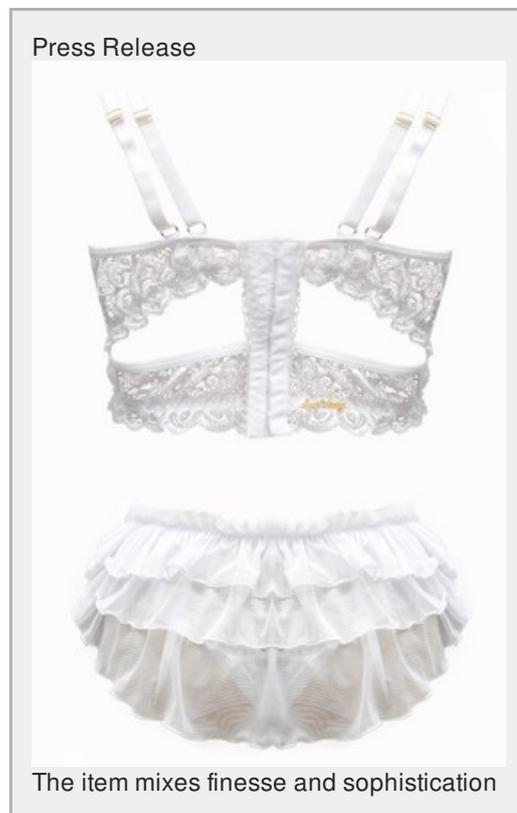
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